

SYMPHONY PARK™

LAS VEGAS | MEDIA KIT | SUMMER 2012







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Credit: Eric Jamison/Studio J Inc.



SYMPHONY PARK VISION

CITY NEIGHBORHOOD

Symphony Park is a harmonious blend of diverse developments which, together, create the first modern-day city neighborhood in Las Vegas. Located in the heart of downtown - just a few miles north of the famed Las Vegas Strip - Symphony Park is the next chapter in the history of this great American city. Encompassing an estimated 10 million square feet, Symphony Park is on track to become the single most important development in Las Vegas history. It is a place that will finally give those who live and work in Las Vegas the authentic and inclusive urban experience they have been seeking and that they deserve. A key component in re-energizing downtown Las Vegas, Symphony Park is a top priority for the city of Las Vegas.

CULTURAL & ARTISTIC CENTER

As its name suggests, Symphony Park is quickly becoming the cultural and artistic center of Southern Nevada through The Smith Center for the Performing Arts. This magnificent five-acre campus, designed by David M. Schwarz to become the city's center of arts and culture for the next century, is the performance home of Nevada Ballet Theatre, Las Vegas Philharmonic and first-run touring attractions.

SUSTAINABLE COMMUNITY

Marked by iconic architecture and a thoughtful community design plan, Symphony Park is also noted for its guiding principles of sustainability that have already earned it gold certification status through the LEED®-ND (Leadership in Energy and Environmental Design for Neighborhood Development) rating system of the U.S. Green Building Council.

APPEALING TO LOCALS AND TOURISTS

As a community conceived to enrich the lives of those who live and work in Southern Nevada, Symphony Park is a stand-out in a city where most major development caters to tourists. Home to the city's most important civic, cultural and medical facilities, Symphony Park's world-class offerings are appealing to locals and tourists alike - creating yet another reason to embrace Las Vegas as one of the most dynamic and exciting cities of the 21st century.



KEY PROJECTS

Symphony Park is anchored by two key projects, the Cleveland Clinic Lou Ruvo Center for Brain Health and The Smith Center for the Performing Arts (both completed and fully operational). The neighborhood enjoys a substantial art influence, as well as an impressive commitment to world-class medicine. In addition to these two catalytic facilities, Symphony Park will be the future home of The Charlie Palmer, a luxury boutique hotel developed by renowned chef Charlie Palmer and City-Core Development; the Discovery Children's Center that will house educational and fun interactive, hands-on exhibits and programs for families; a first-class casino/hotel with significant retail space developed by Forest City; abundant street-side retail offerings; a two-acre park also named Symphony Park and urban style residences developed by Newland Communities.

DOWNTOWN REVITALIZATION

Symphony Park is part of a larger redevelopment initiative in downtown Las Vegas and is being designed to connect with nearby entertainment, artistic and shopping venues. While Symphony Park's landmark anchors - The Smith Center for the Performing Arts and the Cleveland Clinic Lou Ruvo Center for Brain Health - are destination drivers, efforts are underway to ensure and build connectivity with surrounding restaurants, bars, eateries, stores and museums to enhance the overall downtown experience.

SYMPHONY PARK

A confluence of art, architecture, science, business, commerce, retail and entertainment, Symphony Park is transforming not just the downtown Las Vegas skyline, it is creating a new downtown community for the growing population of Southern Nevadans who are drawn to the vibrancy of city life.



Location

Symphony Park is located in downtown Las Vegas, east of I-15 and north of Charleston Boulevard. The site is bordered on the east by the Union Pacific railroad tracks, west and north by Grand Central Parkway and south by Bonneville Avenue. Symphony Park is surrounded by major developments, including the World Market Center Las Vegas, the Las Vegas Premium Outlets, the Clark County Government Center and the Molasky Corporate Center. Combined, these projects are significant additions to the downtown urban core and connect with nearby diverse entertainment, artistic and shopping venues.

Public-Private Partnership

Symphony Park is a project of the city of Las Vegas - land owner and master developer; and Newland® - retained by the city in December 2005 to act as project manager and oversee day-to-day development.

Economic Impact

Upon completion, Symphony Park is estimated to encompass approximately 10 million square feet of building space and will employ approximately 14,110 people. According to a 2009 study by Restrepo Consulting Group, the estimated annual economic impact of the completed project is \$1.8 billion (2009 dollars) in Clark County with approximately \$1.6 billion of this activity to occur in the city of Las Vegas.

COMPLETED PROJECTS

Cleveland Clinic Lou Ruvo Center for Brain Health

A highly specialized outpatient center to advance the research, early detection and treatment of neurological diseases, including ALS, Alzheimer's, Huntington's, Parkinson's and multiple sclerosis. The Center preserves the memory on the clinical side by providing programming for both patients and caregivers, and creates memories on the events side in the Keep Memory Alive Event Center. Designed by Frank Gehry. First patients seen July 2009; Event Center completed May 2010.

www.keepmemoryalive.org

The Smith Center for the Performing Arts

The Smith Center for the Performing Arts is named in honor of Fred W. and Mary B. Smith. This world-class performing arts center is the home to full-length, touring Broadway productions, as well as music, dance and theater from around the world. It is also home to resident companies, Nevada Ballet Theatre and Las Vegas Philharmonic, and a variety of arts programming for local children. Designed by David M. Schwarz. Groundbreaking May 2009. Opened March 10, 2012.

www.thesmithcenter.com



PROJECTS UNDER CONSTRUCTION

Discovery Children's Museum

In August 2010, officials from the Museum and The Smith Center for the Performing Arts announced the creation of the Donald W. Reynolds Discovery Center in Symphony Park. This new museum will form a perfect union of arts, culture and education for the children and families of Southern Nevada through interactive, hands-on exhibits and programs. www.LDCM.org Discovery Children's Museum is scheduled to open in 2013.

Actual developments may vary from development manager's vision. No guarantee can be made that development will proceed as described. The artist renderings are for illustration purposes only, based upon current development concepts, which are subject to change without notice.

FUTURE DEVELOPMENTS

The Charlie Palmer

A luxury boutique hotel featuring 400 suites and rooms, 10,000-square-foot spa, Hollywood-style pool and Charlie Palmer signature fine dining restaurant. Developed by the Charlie Palmer Group and City-Core Development.

www.charliepalmer.com/Properties/CharliePalmerHotel

Residential Neighborhood by Newland Communities

Newland Communities plans to develop several urban residential neighborhoods in Symphony Park. Featuring a mix of high- and mid-rise condominiums, live/work units and town homes, the primarily residential buildings will also include retail stores at street level and resort-style amenities.

www.newlandcommunities.com

Casino/Hotel/Retail Complex by Forest City

The only casino/hotel at Symphony Park will be developed by Forest City. Plans call for a 1.6-million-square-foot complex with a first-class 1,000-room hotel featuring gaming, retail, restaurants, spa and pool.

This is not intended to be an offer to sell nor a solicitation of offers to buy real estate in Symphony Park to residents of Connecticut, Hawaii, Idaho, Illinois, New York, New Jersey, and Oregon, or in any other jurisdiction where prohibited by law.





Symphony Park encompasses 61 acres directly west of downtown Las Vegas.





THE SMITH CENTER FOR THE PERFORMING ARTS



NOW OPEN

The Smith Center is one of the nation's first performing arts centers of its size and scope to be silver LEED® certified. Since the project's inception, creating a highly efficient and sustainable campus has guided the design and construction process. The Center meets the standards of the Leadership in Energy and Environmental Design (LEED) program, administered by the United States Green Building Council.





LEED® Pilot Program

Symphony Park is the only project in the state of Nevada to be accepted into the Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND) national pilot program. This program is defining what a sustainable neighborhood should be. In other words, Symphony Park's sustainable urban planning and design for the entire community will help define criteria for all other LEED-certified neighborhood developments throughout the country. In 2008, Symphony Park was awarded Gold certification status under stage 2 (approved and entitled but not yet completed) by the U.S. Green Building Council (USGBC), through its LEED for Neighborhood Development green building rating system. Symphony Park was honored at the 2010 Green Awards by the *Las Vegas Business Press* as the winner in the Best Green Practices: Building category.

What is LEED for Neighborhood Development?

The program, developed by the U.S. Green Building Council (USGBC), is creating a rating system that integrates the principles of smart growth, urbanism, and green building into the first national rating system for neighborhood design.

Benefits of LEED Building

All individual buildings in the Symphony Park Master Association are required to meet LEED-NC (New Construction) standards. Meeting LEED standards for both the overall project and individual buildings creates significant environmental benefits that can be quantified. Consider the following benefits resulting from the use of environmentally friendly development practices at Symphony Park:

- **Electric and gas energy savings are enough to power approximately 2,100 standard U.S. homes per year for the life of the project.** That is equivalent to eliminating carbon dioxide emissions from 4,450 cars per year for the life of the project.

- The potable indoor water saved by the use of efficient water fixtures in the restrooms, baths, kitchens and laundries of project buildings will **save approximately 124 million gallons of water per year – enough to supply water to about 500 standard U.S. homes for a year or fill 6,200 swimming pools.**

- The use of parking structures for all but curbside parking and the use of energy-efficient rooftops will **significantly reduce the heat island impact** of conventional development practices. This reduction in heat absorbing areas will result in lower nighttime temperatures and reduced daytime cooling loads during the hot summer months in Las Vegas.

- The compact, walkable and mixed-use nature of Symphony Park with easy access to new and efficient public transportation - via the Bus Rapid Transit (BRT) line on Grand Central Avenue - will result in significantly fewer cars. **Traffic engineers estimate this savings to be about one-third fewer car trips per day** when compared to a suburban development of the same size. This means that Symphony Park will have about 13 million fewer car trips (6.5 million fewer cars) per year going to and from the site.

Land Recycling

Not only does Symphony Park embrace environmentally sensitive development practices going forward, it embodies the very essence of land recycling by transforming a fallow brownfield site into a vibrant community. Symphony Park is taking shape on a 61-acre infill community that was a former railroad switching yard for Union Pacific Railroad.



2006 - 2007

- Master Plan is entitled by the city of Las Vegas and Design Standards are approved.
- The Smith Center for the Performing Arts and Newland Development Agreements are executed.
- Lou Ruvo Brain Institute commences construction.

2008

- Charlie Palmer and Forest City Development Agreements are executed.
- LEED® for Neighborhood Development Gold Certification (stage 2) is awarded.

2009

- Cleveland Clinic and Lou Ruvo Brain Institute announce partnership, forming new Cleveland Clinic Lou Ruvo Center for Brain Health.
- Phase I infrastructure improvements are completed.
- The Smith Center breaks ground and commences construction.
- Cleveland Clinic Lou Ruvo Center for Brain Health sees first patients.
- Dr. Delos M. "Toby" Cosgrove, president and CEO of Cleveland Clinic, launches Symphony Park Lecture Series as inaugural speaker.
- Community Charter for Symphony Park Master Association is approved by City Council.

2010

- Topping out of the Carillon Bell Tower on

The Smith Center.

- Official re-naming of Discovery Drive to Symphony Park Avenue.
- Completion of the Cleveland Clinic Lou Ruvo Center for Brain Health and opening of Keep Memory Alive Event Center.
- Groundbreaking of Donald W. Reynolds Discovery Center, future home of Discovery Children's Museum.
- The Cordish Companies' Exclusive Negotiation Agreement amendment to develop an arena and an Entertainment District on parcels D, E, F, O1 and O2 in Symphony Park is approved by City Council.

2011

- Cleveland Clinic's Development Agreement for parcels A2, B and J/K executed.
- Cleveland Clinic Lou Ruvo Center for Brain Health has accommodated over 14,500 patient visits and over 8,000 visits to its no-cost family caregiver services programs. Clinical trials increased from 6 to 22.

2012

- Forest City closed title on parcels P/Q.
- The Smith Center for Performing Arts opens its doors to the public with a gala opening performance.
- Symphony Park's entry monument and central park completed.
- CITRA Real Estate Capital's Exclusive Negotiation Agreement for feasibility of development of skilled nursing and senior housing facility on parcel L approved by City Council.
- Federal funding approved for the construction of a pedestrian bridge between parcel L and City Hall Parking Garage. Phase II infrastructure improvements completed.



Symphony Park is coming to fruition thanks to a strong public-private partnership between the city of Las Vegas Economic and Urban Development Department (EUD) and Newland. As both land owner and master developer, the city retained Newland in 2005 to act as project manager and oversee day-to-day development of the project.

City of Las Vegas Commitment

- Land owner
- Master developer
- Responsible for infrastructure improvements
- Donated sites for catalytic projects
 - The Smith Center for the Performing Arts
 - Cleveland Clinic Lou Ruvo Center for Brain Health
- Providing a capital commitment of \$160 million

Newland Commitment

- Project Manager
- Responsible for securing third-party development agreements
- Oversight on design and implementation
- Development and execution of annual business plans
- Development of marketing plans and implementation of marketing program

City of Las Vegas Economic and Urban Development Department

The Economic and Urban Development Department (EUD) creates, coordinates and encourages new development and redevelopment throughout the city of Las Vegas. It increases and diversifies the city's economic base, and creates jobs, through business attraction, retention and expansion programs. In addition, this newly expanded department now includes employees who oversee and manage local, state and federal

grants used to provide public services, develop public facilities and support affordable housing for Las Vegas families with low incomes. The majority of grants are received from the U.S. Department of Housing and Urban Development as part of entitlement funding. These grants are used for homeless services and shelter, senior nutrition, rent assistance and new construction of affordable housing and community centers, to name a few.

The EUD coordinates with the city of Las Vegas Redevelopment Agency on day-to-day operations, economic development, job creation and long-term strategic goals. www.lasvegasnevada.gov/EUD

Las Vegas Redevelopment Agency

The Las Vegas Redevelopment Agency (RDA) promotes the redevelopment of downtown Las Vegas and surrounding older commercial districts (encompassing 3,948 acres) by working with developers, property owners and the community to accomplish beneficial revitalization efforts, create jobs and eliminate urban decay. Although the RDA is legally a separate entity from the city of Las Vegas, city council members sit on its board and provide input on projects. www.lvrda.org

Newland

Newland is a diversified real estate company leveraging a national platform and more than 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate.

The company's mixed-use development business, Newland Communities, operates and develops premier residential master-planned and urban mixed-use real estate across the U.S. Headquartered in San Diego, California, Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, more than 20 million square feet of commercial and retail space and 175,000 residential units in 14 states.

www.newlandco.com



Description

The Smith Center for the Performing Arts is a world-class performing arts center designed by renowned architect, David M. Schwarz. This \$470 million facility is quickly becoming the centerpiece of culture for Southern Nevada for generations to come. The four-venue campus (three indoor; one outdoor) allows the community to experience the arts like never before, providing

a performance home to full-length, touring Broadway productions, as well as music, dance and theater from around the world. It is also home to resident companies, Nevada Ballet Theatre and Las Vegas Philharmonic, and a variety of arts programming for local children.

Generously funded and endowed by the Donald W. Reynolds Foundation, The Smith Center is named in honor of Fred W. Smith, chairman of the Reynolds Foundation and his wife, Mary. The Smith Center is funded by a public-private partnership.



As the centerpiece of Symphony Park, The Smith Center includes the 2,050-seat Reynolds Hall and the Boman Pavilion.

Location

Set on nearly five acres in the center of Symphony Park, The Smith Center is at the heart of downtown's new urban core.

Facility

The venues include the magnificent 2,050-seat Reynolds Hall, complete with stunning balconies, a dramatic stage and a full orchestra pit capable of seating up to 100 musicians; the 300-seat Cabaret Jazz club that overlooks Symphony Park and is ideal for jazz, cabaret and other performances best seen and heard in an intimate setting; and the 200-seat Troesh Studio Theater, ideal for rehearsals, children's theater, community events and private social gatherings. The performance venues have been meticulously designed to provide optimal sightlines and refined acoustics.

Design

Inspired by many styles of architecture including Art Deco, The Smith Center is constructed of Indiana limestone and features smooth masculine lines that are rich in detail. Seventeen stories above it all is a carillon tower, housing a four-octave carillon comprised of 47 handcrafted bronze bells. The tower is topped with a stainless steel silver crown.

Architects

The Smith Center has assembled an internationally renowned design team. David M. Schwarz Architects is known for extraordinary buildings.

Schwarz has designed two of the most celebrated U.S. performing arts facilities—Bass Performance Hall in Fort Worth, Texas and Schermerhorn Symphony Center in Nashville, Tenn.

HKS Architects, Inc., a top-five architectural firm is the executive architect. Fisher Dachs Associates, Inc. is recognized as a leading theater consultant, with more than 250 projects around the globe. Akustiks is known for refined acoustical design and is responsible for major acoustical successes in the past 10 years, including the recent restoration of Severance Hall, renovations to the John F. Kennedy Center Concert Hall and the new Schermerhorn Symphony Center in Nashville.

Timeline

The Smith Center celebrated its groundbreaking in May 2009 and its topping out in February 2010. It opened its doors to the public in March 2012.

Contact

Michelle Wilmoth
Kirvin Doak Communications
Phone: 702-737-3100
MWilmoth@kirvindoak.com

www.TheSmithCenter.com





Description

Founded in 1996 by Las Vegas businessman and philanthropist, Larry Ruvo, in honor of his father who succumbed to Alzheimer's disease, Keep Memory Alive (KMA) is committed to prolonging healthy, vital brain aging in people at risk for dementia or memory impairments.

Patients receive expert diagnosis and treatment at Keep Memory Alive's facility, the Cleveland Clinic Lou Ruvo Center for Brain Health, which delivers on both partners' multidisciplinary, patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers.



The Center offers patients and caregivers alike a complete continuum of care, infusing education and research into all that it does, and is committed to providing enhanced treatments and ultimately finding the cure for neurocognitive disorders. Patients and non-patients alike are invited to participate in clinical trials to investigate new therapies.

Keep Memory Alive's headquarters, also home to its medical partner, the Cleveland Clinic Lou Ruvo Center for Brain Health, are housed in a Frank Gehry-designed building in Symphony Park. Inside the building, two goals are at play:

- **Preserving memory** through research, treatment, and clinical trials.
- **Creating memories** for those in the community who rent space in its Event Center to host personal events such as weddings, business meetings, and celebrations of life. Proceeds from such rentals benefit Keep Memory Alive and its ongoing support of Cleveland Clinic Lou Ruvo Center for Brain Health.

Awareness and early detection followed by aggressive early intervention strategies are the most promising ways to delay the onset of Alzheimer's disease.

Delaying the onset of the disease by five years cuts the diagnosis by 50 percent; delaying the onset of the disease by ten years nearly eradicates the disease altogether.



Neurocognitive disorders addressed by the Cleveland Clinic Lou Ruvo Center for Brain Health:

- ALS (also known as "Lou Gehrig's Disease")
- Alzheimer's disease
- Huntington's disease
- Parkinson's disease
- Multiple Sclerosis

Services provided by the Cleveland Clinic Lou Ruvo Center for Brain Health:

- Physician evaluation
- Neuroimaging
- Memory testing
- Physical therapy
- Treatment
- Clinical trials and research
- Social services and family care
- Library: site-based and online
- Community outreach
- Hosting Scientific Symposia
- Public Policy/Advocacy

Location

Southwest corner of Symphony Park, approximately two acres.

Contact

Maureen Nagg
Public Relations Manager
Phone: 702-331-7054
naggm@ccf.org
888 W. Bonneville Ave.
Las Vegas, Nevada 89106

http://my.clevelandclinic.org/brain_health/default.aspx

www.keepmemoryalive.org



PALMER CITY-CORE

Description

In a town of mega-resorts, hospitality entrepreneur and celebrated chef, Charlie Palmer will open The Charlie Palmer, a boutique hotel at Symphony Park that brings together three significant elements: luxury, lifestyle and location. Known for his “Progressive American Cuisine,” a stunning reinvention of classical French cooking with strong modern flavors and regional American ingredients, Palmer’s unique chef-driven perspective means no detail goes unnoticed. After a 20-year commitment to redefining the fine dining landscape, Palmer turns that same meticulous care to the complete hotel experience.



THE CHARLIE PALMER (continued)

As a major property within the Symphony Park master plan, the innovative boutique hotel is located adjacent to the central park, across from The Smith Center for the Performing Arts. The Charlie Palmer is a joint venture between the Charlie Palmer Group and San Francisco-based City-Core Development, combining the best of what the respective companies offer - hospitality development and operations and urban real estate development.

The Charlie Palmer is envisioned to provide a luxurious hideaway in Las Vegas' Symphony Park complete with retreat-like amenities and services.

Location

Located on three-plus acres within the center of 61-acre Symphony Park.

Facility

- Anticipated home to 400 elegantly appointed hotel rooms, spacious suites and 28 poolside bungalows
- Expansive spa with restorative wellness amenities and recreational fitness opening onto a Hollywood-style pool surrounded by tented cabanas with alfresco dining available from an indoor/outdoor breakfast/lunch/dinner bistro
- Fine dining signature Charlie Palmer restaurant with terrace
- Ballroom, meeting rooms and conference facilities

Contact

Erin Jevis
Charlie Palmer Group
Phone: 212-755-7050 x21
ejervis@charliepalmer.com

Ana Richardson
City-Core Development, Inc
Phone: 415-820-5200 x106
info@city-core.com

www.charliepalmer.com/Properties/CharliePalmerHotel/

PALMER CITY-CORE



Description

Newland Communities® plans to develop a variety of urban residences on multiple parcels, including apartments, low- and high-rise condominiums, street-level townhomes, live/work residences and mid-rise lofts that will be complemented by retail at street level.



NEWLAND COMMUNITIES **SYMPHONY PARK RESIDENTIAL DEVELOPMENT** (continued)

The plans for the residential neighborhood shown on the preceding page call for approximately 200 units within a 19-story high-rise and two mid-rise buildings of approximately four to six stories each. The building will offer a wide variety of urban-style residences with resort-like amenities at accessible price points.

Developer

Newland is a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate.

The company's mixed-use development business, Newland Communities, operates and develops premier residential master-planned and urban mixed-use real estate across the US. Headquartered in San Diego, California, Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space and 175,000 residential units in 14 states.

www.newlandco.com

Contact

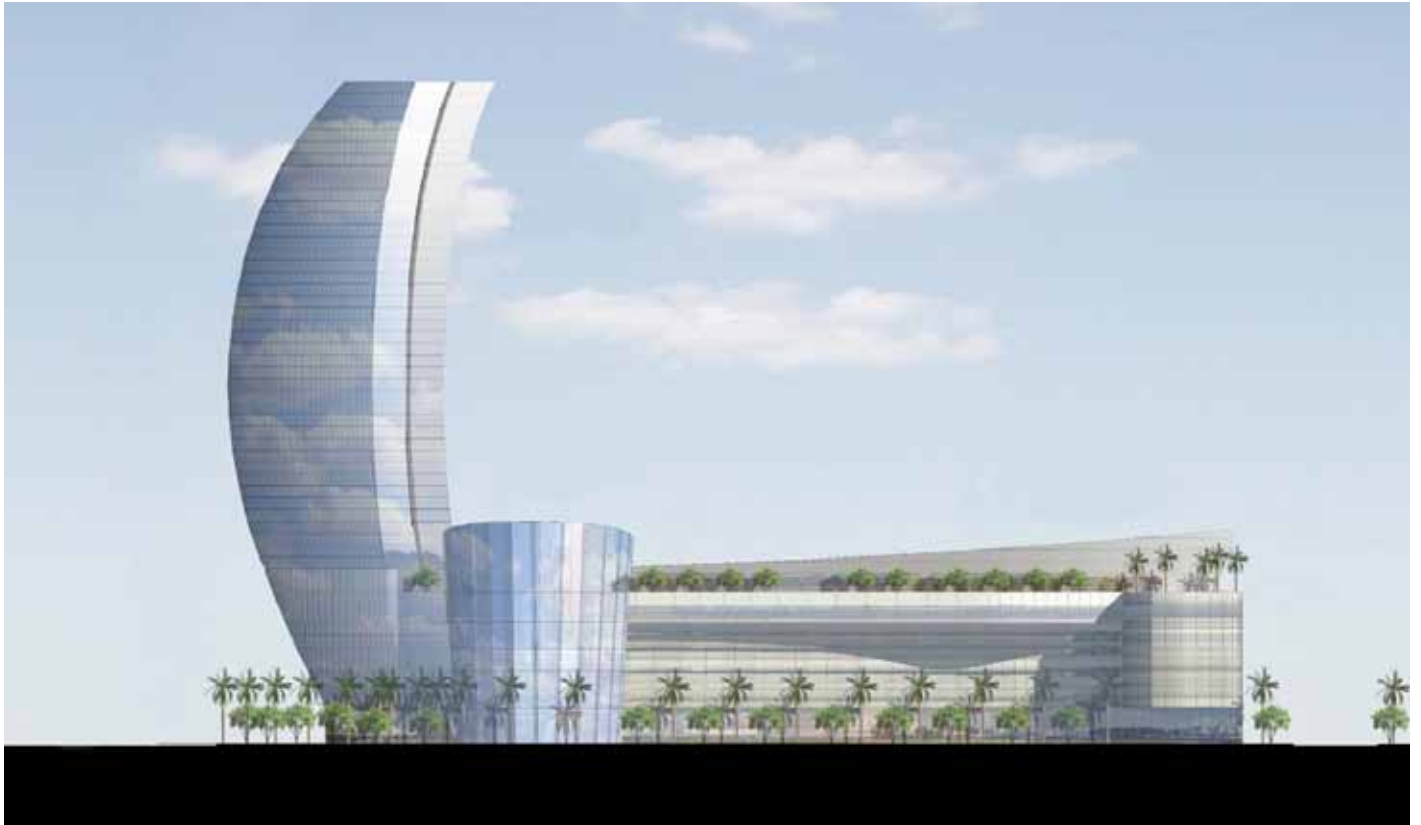
Sam Gladstein
Vice President Operations
Phone: 702-220-8090
sgladstein@newlandco.com
6130 Elton Avenue
Las Vegas, Nevada 89107

www.newlandcommunities.com



Location

The city blocks where Newland Communities plans to develop urban residential neighborhoods are located at the center of the Symphony Park site.



FORESTCITY

Description

Only one casino/hotel will be located at Symphony Park. Forest City Enterprises plans to develop this first-class hotel featuring gaming, retail, meeting rooms, restaurants, spa and pools. The entire complex, encompassing approximately 1.6 million square feet, will be designed and built to support the community's sustainability objectives.

Location

Located on approximately six and one-half acres on the northern end of Symphony Park.



FOREST CITY ENTERPRISES (continued)

Facility

The casino/hotel is expected to include:

- 47-story hotel and gaming tower
- 1,000 guest rooms
- 120,000 square feet of casino space
- 90,000 square feet of retail space, restaurants, meeting space, swimming pools and a spa/health club facility.

Developer

Forest City Enterprises is a publicly traded real estate company principally engaged in the ownership, development, acquisition and management of commercial and residential real estate throughout the United States. A leader in mixed-use communities and adaptive reuse projects, Forest City creates communities where people live, work, shop and stay.

Forest City is the developer of the new Las Vegas City Hall, at 495 S. Main St, located downtown between First and Main streets and Lewis and Clark avenues. City Hall is part of a five-block complex that includes the Regional Transportation Commission's Bonneville Transit Terminal, as well as future office and retail space. Forest City expects to begin development of the Symphony Park parcel within five years.

Contact

J.B. Linton

Vice President, Corporate Communication

Phone: 216-416-3558

jefflinton@forestcity.net

Forest City Enterprises

50 Public Square, Suite 1415

Cleveland, Ohio 44113

www.forestcity.net

FORESTCITY



Description

Lied Discovery Children's Museum was founded as a private, nonprofit educational institution in 1984 by the Junior League of Las Vegas and the former Allied Arts Council. It opened to the public in 1990 thanks to the construction of the Las Vegas-Clark County Library building and the generosity of the Lied Foundation Trust. The museum currently is located in the historic Cultural Corridor in downtown Las Vegas, on Las Vegas Boulevard North across from Cashman Center. In its 20 years, the children's museum has grown into a leading Las Vegas destination for family fun and a critical community asset that complements and enhances the educational experience of children and families through interactive, hands-on exhibits and programs.



DISCOVERY CHILDREN'S MUSEUM

(continued)

In August of 2010, officials from the Museum and The Smith Center for the Performing Arts announced the creation of the Donald W. Reynolds Discovery Center, to be constructed in Symphony Park. This will serve as the future home of the new Discovery Children's Museum, forming a perfect union of arts, culture and education for the children and families of Southern Nevada. The new facility is scheduled to open to the public in 2013, when the museum's mission "to ignite a love of lifelong learning" will be elevated to a new standard of excellence.

Location

Discovery Children's Museum at the Donald W. Reynolds Discovery Center will be located adjacent to The Smith Center for the Performing Arts in the center of Symphony Park.

Facility

The 58,000-square-foot, three-story Discovery Children's Museum will be outfitted with all-new interactive exhibits to fill its nine themed exhibit halls and galleries. Modern, larger exhibit and administrative spaces will allow for expanded traveling exhibition opportunities, limitless hands-on workshop experiences and more enhanced programming.

Contact

Denyce Tuller
Director of Marketing & PR
Phone: 702-382-3445 x.122
dtuller@ldcm.org

www.LDCM.org





CAROLYN G. GOODMAN

Mayor, City of Las Vegas

Winning 60 percent of the vote, Carolyn G. Goodman became the mayor of the city of Las Vegas on July 6, 2011. Her husband of 50 years and then current mayor, Oscar B. Goodman, administered the oath of office. It is the only known instance of a wife succeeding her husband as mayor in the United States. Oscar Goodman was term limited after 12 years of service.

Carolyn and her husband as relative newlyweds moved to Las Vegas from Philadelphia in 1964 arriving in August with only \$87 left in their collective pockets shortly after Oscar successfully completed the Pennsylvania bar examination. Initially, Oscar worked for the District Attorney's office while Carolyn worked in the hotel industry and thereafter in West Las Vegas for the Department of Labor. Thereafter, while her husband traveled the country building what became an outstanding criminal law career winning high-profile cases, Carolyn raised their four children simultaneously earning a master's degree in counseling at the University of Nevada, Las Vegas.

Carolyn is well known in the Las Vegas community for founding The Meadows School in 1984, Nevada's first nonprofit, nonsectarian, independent, coeducational, college preparatory school for pre-kindergarten through 12th grades. Carolyn planned and oversaw the entire day-to-day operations, created and orchestrated the curriculum development; supervised the budget, was responsible for hiring administration, faculty and staff; and managed the entire physical campus development endeavors for the organization. During this time, Carolyn never



had ownership of the school as it was incorporated as a 501(c)(3) entity. Furthermore, during her 26 years in leadership,

Carolyn never took a salary. She resigned as president in June 2010, preparing for the next challenge in her life.

Recognized nationally by the Council for Advancement and Support of Education (CASE) and the National Association of Independent Schools in 2006 with the Seymour Preston Trustee Award for Leadership, Carolyn has devoted much of her life to volunteerism in Las Vegas and more specifically to education. In 1989, the University of Nevada recognized Carolyn with the prestigious "Distinguished Nevadan" award and in 2006 bestowed upon her an Honorary Doctor of Laws degree (PhD). In 2009, nominated by members of her school, she became a Sarah D. Barder Fellow in The Johns Hopkins University Center for Talented Youth and an Alumna of the Year in Education at UNLV.

Carolyn has served the people of Las Vegas by volunteerism and therein in leadership in many community nonprofit boards, charities and service organizations. She has proven her deep commitment to the community and continues to be devoted to the highest quality of life for all southern Nevadans by her efforts and dedication.



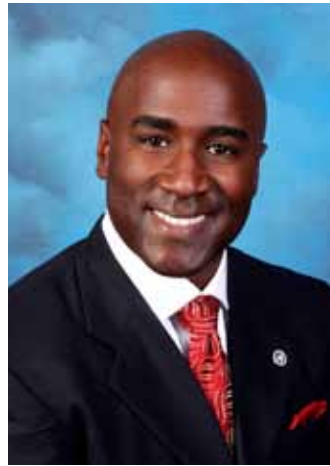
RICKI Y. BARLOW

Councilman, Ward 5
City of Las Vegas

Ricki Y. Barlow was first sworn into office on June 20, 2007, as the Las Vegas City Council representative for Ward 5 and was recently re-elected to his second term.

Councilman Barlow began his interest in government at an early age, serving as student body president at Vocational-Technical High School and continuing on to the University of Nevada Las Vegas where he earned a Political Science degree. His career in public service began when he joined the office of then-US Senator Richard Bryan as a legislative aide in Washington, D.C. Upon returning to Las Vegas, his public service career continued when he joined the city of Las Vegas Mayor and Council Office as a liaison. Upon his election, he earned an Executive Management Graduate Certificate from the John F. Kennedy School of Government at Harvard University and is currently enrolled in graduate school, pursuing his Masters of Public Administration degree at UNLV.

His commitment to the community has been recognized by his peers with numerous awards and accolades for his service including the Community Partners "Portrait of Pride" Award, Nevada Library Association Trustee of the Year and Clark County School District PAL Program Supervisor of the Year. In October 2010, he received the Distinguished Leadership - Elected Official award, a DeBoer Award for Excellence in Planning from the Nevada Chapter of the American Planning Association (APA). In 2011, he was selected for the Western Association of Educational Opportunity Personnel (WESTOP) Achievers Award for his continued commitment to influence youth to pursue higher education, and he also was appointed to be spokesperson for Colors of Lupus Nevada.



He currently serves the city by sitting on numerous boards and commissions including the California-Nevada Super Speed Ground Transportation Commission, the city of Las Vegas Recommending Committee,

the National League of Cities - Community Economic Development Board, the city of Las Vegas Management Committee for Emergency Operations, KIDS Vote, the Southern Nevada Gang Task Force, the Post Office Executive Committee and the National Association of Real Estate Brokers and is an active member of Alpha Phi Alpha Fraternity, Inc..

Councilman Barlow has taken pride in overseeing the transformation of the city's Cultural Corridor, which includes the Neon Museum, and Symphony Park, a part of Ward 5 that is home to the Cleveland Clinic Lou Ruvo Center for Brain Health, The Smith Center for the Performing Arts and the Discovery Children's Museum.

Preserving the history of Historic West Las Vegas is also one of the councilman's top priorities and projects such as the restoration of the Westside School continue to move forward under the councilman's stewardship. The councilman has also been instrumental in bringing new businesses and jobs to Ward 5 as well as important public works projects like the reconstruction of the most beautiful Martin L. King Boulevard in the nation.

In his spare time, Councilman Barlow enjoys spending quality time with his wife and two children and is actively involved with his church. He has become an avid bike rider, due in part to his work with the Bikes Belong coalition.



SCOTT D. ADAMS

Chief Urban Redevelopment Officer
City of Las Vegas

Scott D. Adams serves as the chief urban redevelopment officer for the city of Las Vegas. In this role, Adams oversees the direction, operations and coordinated efforts of the city departments involved in economic and urban development; planning; building and safety; cultural affairs and parks, recreation and neighborhood services.

Adams previously served as the director of the city's Office of Business Development (renamed the Economic and Urban Development Department) for five years. He continues to serve as the operations officer for the Las Vegas Redevelopment Agency.

Prior to his service with the city, Adams held numerous positions in the field of urban economic development, including:

- Director of the Jefferson Parish Economic Development Commission in New Orleans
- Director of Planning and Economic Development with the city of Fort Lauderdale, FL
- Executive Director of the New Orleans Regional Medical Center, Inc.
- Executive Vice President of the Greater Norfolk (VA) Corporation
- Executive Director of the Jacksonville (FL) Downtown Development Authority
- Assistant Executive Director of the Center City Commission in Memphis, TN
- Planning and development positions in his hometown of Jackson, MI



A 1977 Urban Planning Graduate of Michigan State University, he received the American Institute

of Planners Award as the top graduate. He has guest lectured at Florida State University, Memphis State University and Tulane University. He is a Certified Economic Developer with the International Economic Development Council and a past member of the American Institute of Certified Planners. He is a current member of the Urban Land Institute.



BILL ARENT

Director
Economic and Urban
Development Department
City of Las Vegas



Bill Arent is director of the city of Las Vegas Economic and Urban Development Department (EUD). In this capacity, he oversees the planning, contractual obligations, finances and day-to-day operations of this department.

With an emphasis on creating jobs, the EUD coordinates efforts with the Las Vegas Redevelopment Agency to promote and encourage new development and redevelopment throughout the city of Las Vegas, particularly in the downtown area. The EUD strives to increase and diversify the city's economic base through business attraction, retention and expansion programs. It also works to reverse and eliminate urban decay.

Prior to becoming EUD director, Arent held the position of redevelopment manager, supervising the professional staff supporting the city of Las Vegas Redevelopment Agency.

He holds a Bachelor of Arts in Economics from the University of Pennsylvania and a Master of Public Administration from the University of Las Vegas. He is certified as an economic development finance professional by the National Development Council and as a certified economic developer by the International Economic Development Council.



ROBERT B. McLEOD

Chairman and
Chief Executive Officer
Newland

Bob McLeod is the founder and true visionary behind the growth and evolution of Newland in becoming one of the nation's largest privately held real estate developers. Under McLeod's leadership, Newland and its affiliate companies have developed, acquired, completed and managed for third parties more than 140 projects, including master-planned residential communities, mixed-use centers, urban skyscrapers, corporate headquarters and industrial parks.

McLeod has developed residential and urban mixed-use real estate for over 40 years. Prior to Newland, he was president and CEO of Genstar Land - USA, where he had complete responsibility for all residential and commercial development activities, including 20 master-planned communities in five states encompassing approximately 28,000 acres.

McLeod is a graduate of the University of California at Berkeley. He has served as an active member of Berkeley's Policy Advisory Board for the Fisher Center for Real Estate and Urban Economics for the past 20 years. He has been a member of the Urban Land Institute since the early 1980s and serves on the Board of Governors of the ULI Foundation. McLeod was named Real Estate Entrepreneur of the Year in the Greater San Diego Ernst & Young 2002 Entrepreneur of the Year competition.



In January 2011, McLeod was awarded the prestigious Hearthstone BUILDER Humanitarian Award at the National Association of Home Builders (NAHB) International Builders' Show in Orlando, FL. McLeod was recognized for his leadership in fostering Newland's impressive history of strong charitable support and participation in community-based programs.



RITA BRANDIN

Senior Vice President and
Development Director
Newland

Rita Brandin provides operational and senior leadership to Newland's commercial and urban mixed-use development projects. Under Brandin's direction, Newland leads the development of Symphony Park, a 61-acre downtown public-private, mixed-use development with the city of Las Vegas as landowner. Beyond her responsibilities overseeing management of Symphony Park development, she supports the company's effort in the identification of institutional capital.

Brandin has more than 20 years experience in real estate asset management and development. Prior to joining Newland, she was vice president of Asset Management and Retail Development with additional responsibilities as chief operating officer at Metroflag Management LLC. As senior vice president of Retail Development for The Howard Hughes Corporation and vice president and senior development director for The Rouse Company, she oversaw the expansion and redevelopment of Fashion Show, the largest shopping center in Nevada. She also managed all aspects of operations, leasing, marketing, financial management, and development of nine regional shopping centers.



Brandin received a Bachelor of Arts degree from Agnes Scott College, in

Atlanta, Georgia, and a space planning and design degree from The Art Institute of Atlanta. She is a certified Shopping Center Manager, a professional designation awarded by the International Council of Shopping Centers and is a member of the Urban Land Institute (ULI) serving on its Urban Mixed-Use Council.

Locally, she is a member of the Executive Committee for ULI, as well as Vice Chairperson of the Executive Committee for the Downtown Las Vegas Alliance. She serves as a member of the board of directors for Make-A-Wish Foundation of Southern Nevada, is a member of the board of trustees for the UNLV Foundation and a board member for HomeAid Southern Nevada.



Sam Gladstein is vice president of operations for Newland. In this capacity, Gladstein oversees third-party development planning and land acquisition, manages accounting systems and all development budgets, and supervises infrastructure improvements for Symphony Park, a 61-acre, mixed-use project in the heart of downtown Las Vegas. Gladstein also directs the establishment and operation of the Symphony Park Master Association, the governing entity for the major developments within the community.

Prior to joining Newland, Gladstein was employed by Toll Brothers, Inc., where he oversaw early master planned development. Gladstein was also the managing director of Lighthouse Homes and S.A.R.G. Development, luxury-market, single- and multifamily construction and land development companies based in Westport, Connecticut. Gladstein brings more than 20 years of construction and project management to Symphony Park.

Prior to launching his development career, Gladstein enjoyed an accomplished career as an audio engineer and worked in some of the nation's largest recording studios, including the world-famous Hit Factory in New York City. An avid musician, song writer and engineer/producer, Gladstein is an adjunct



audio technology instructor at the International Academy for

Design and Technology in Las Vegas.

Gladstein received his Bachelor of Science degree from American University in Washington D.C. He is a member of the Urban Land Institute.



MEDIA CONTACT

For additional information, interview
and image requests, please contact:

Melissa Warren
melissa@ffwpr.com

Eryn Sebelius
eryn@ffwpr.com

Faiss Foley Warren Public Relations

100 North City Parkway, Suite 750

Las Vegas, NV 89106

Phone: 702-933-7777

Fax 702-933-1261

www.ffwpr.com

SYMPHONY PARK™

6130 ELTON AVENUE
LAS VEGAS, NV 89107 | 702-220-8090

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